

Exhibit A

Active Interest Media Enhanced Masterfile Mailing List

Founded in 2003, Active Interest Media (AIM) is one of the world's fastest growing media companies focusing on the enthusiast market. Their magazine subscribers have been merged, deduped, and enhanced with demographic and transactional data to develop the AIM Enhanced Masterfile of highly sought-after consumers.

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SEGMENTS		COUNTS THROUGH 04/30/2022
460,863	TOTAL UNIVERSE / BASE RATE	\$110.00/M
127,620	6 MONTH HOTLINE	+ \$11.00/M
60,152	3 MONTH HOTLINE	+ \$16.00/M
	12 MONTH EXPIRES	\$85.00/M
	CATALOG RATE	\$85.00/M
	FUNDRAISING RATE	\$75.00/M
	INSURANCE RATE	\$75.00/M
	NON RECIPROCAL CHARGE	+ \$20.00/M

DESCRIPTION

From mountain climbers to yoga practitioners, AIM encompasses America's most enthusiastic consumers. The AIM audience is engaged & active participants in their hobbies & lifestyles. They embrace the publications for valuable information and resources to enhance their passions.



Subscribers to the following titles comprise the Active Interest Media Enhanced Masterfile: *Anglers Journal*, *Cuisine At Home*, *Horticulture*, *Garden Gate*, *Log & Timber Home Living*, *Old House Journal*, *PassageMaker*, *Popular Woodworking*, *Power & Motoryacht*, *Sail*, *Soundings*, *Soundings Trade Only*, *Urban Climber*, *Woodshop News*, *Woodsmith*, *Writer's Digest* and *Yachts International*.

POPULARITY:	100
MARKET:	CONSUMER
CHANNELS:	
SOURCE:	DIRECT MAIL SOLD
PRIVACY:	UNKNOWN
DMA?:	YES - MEMBER
STATUS:	PREFERRED PROVIDER
GEO:	USA
GENDER:	45% FEMALE 35% MALE

SELECTS

1 MONTH HOTLINE	\$21.00/M
3 MONTH HOTLINE	\$16.00/M
6 MONTH HOTLINE	\$11.00/M
AGE	\$16.00/M
AVAILABLE SELECTIONS	
CHANGE OF ADDRESS	\$16.00/M
ENHANCED AGE GROUPS (30)	
ENHANCED INCOME GROUPS	
ENHANCED INTEREST CATEGORIES	
FINANCIAL	\$16.00/M
GENDER/SEX	\$10.00/M
INCOME RANGE	\$16.00/M
INTEREST	
LIFESTYLE	\$16.00/M
MAIL ORDER BUYERS	\$15.00/M
PAID	\$12.00/M
SOURCE	\$12.00/M
STATE, SCF, ZIP	\$10.00/M
TRAVEL	\$16.00/M